

Dear Postal Customer:

“2014” National PCC Day - PSPCC CONFERENCE & TRADE SHOW

“STRONGER TOGETHER”



You are invited to attend National PCC Day as the Puget Sound Postal Customer Council hosts the “Stronger Together” Conference and Trade Show on September 10, 2014, from 8:00 AM - 3:00 PM at the Lynnwood Convention Center, 3711 196th Ave SW, Lynnwood WA 98036.

Go to www.PSPCC.org to register today or mail in the enclosed form. Space is limited for this event so please act now.

Why should you attend the conference and trade show?

There will be numerous educational workshops on a wide variety of interests and an elaborate exhibitors' hall with the latest mail services and software. This is a great place to network and learn from local and national professionals in the mailing industry. The PSPCC is a nonprofit organization that helps you to understand and resolve issues with the Postal Service and to work more effectively with them.

This is a rare and exciting opportunity for you and other business mailers in the Puget Sound area to preview the latest mailing products and services in one event. We invite you to learn how the USPS is overcoming the current and future challenges faced by business mailers and the USPS. This event will not only enhance you professionally, but will also provide personal enrichment for your everyday life.

What all is included?

You will receive a continental breakfast, buffet lunch, and opportunities to win door prizes. A variety of educational workshops to enrich your professional development are available and a certificate will be provided upon attending three workshops. Plus, you will have the opportunity to meet, learn and network with many knowledgeable vendors in the Northwest.

In addition, we are pleased to announce that Cliff Rucker, Vice President of Sales for the U.S. Postal Service will be our keynote speaker. Don't miss this opportunity to hear from one of the national leaders of the U.S. Postal Service.

Sincerely,

Trent McNeal, Postal Co-Chair

PUGET SOUND POSTAL CUSTOMER COUNCIL
PO BOX 3998
SEATTLE, WA 98124-3998

✓ OVER PLEASE **P.S. Register now!!! Space is limited and going fast.**

Visit our website www.pspcc.org for more information and to register online.

See below for the exciting workshops being offered.

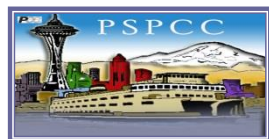
Workshops

- When Generations Collide – *Identify the multiple generations of your workforce and explore their dynamics.*
- Reducing Stress – *Practical tips to reduce stress at work.*
- Are you ready for the future? *Financial Planning*
- Self-Mailers and booklets – *Design Do's and Don'ts.*
- Return Mail - *How to reduce costs*
- EDDM for Small Business – *Simple direct mail from design to delivery.*
- Team Building – *Learn from the top team players in the area: UW*
- What happens to your mail? *The day and life of your mail piece*
- Protect Your Business and Your Children from Online Predators - *US Postal Inspection Service*
- eBay – *Selling and Shipping on eBay*
- Imb/Full Service – *The Future is Here Now.*
- Mailers Scorecard – *Tracking data to improve your performance.*
- Mail Meets Mobile – *Using a myriad of techniques to integrate direct and transactional mail with digital marketing.*

* **Keynote Speaker – Cliff Rucker, VP of Sales, USPS**

PSPCC CONFERENCE & TRADE SHOW REGISTRATION

Registration: Mail in the registration form by **September 1, 2014** along with your payment. You can also Register and pay via PayPal at www.pspcc.org and email the completed registration form to info@pspcc.org.



Make Check Payable to: Puget Sound Postal Customer Council
Mail to: PSPCC c/o Mail Show, PO BOX 3998, Seattle, WA 98124-3998

Conference fee includes admission to business workshops, vendor exhibition hall, continental breakfast, lunch, & raffle ticket for door prize drawings.

Refund requests prior to September 1, 2014, will be honored (minus the service fee). Substitutions will also be honored in advance.

Contact Kim Rancans at (253) 216-1221 for more information. An email confirmation and directions to Lynnwood Convention Center will be sent upon receipt of registration and payment.

Firm or Organization:		
Attendee Name:		
Address:		
City:	State:	Zip:
Phone:	Fax:	
Email:		

- ☐ **\$50 Paid Members by 9/1**
- ☐ **\$75 Non-Paid Member by 9/1**
- ☐ **\$25 Small Business Membership**
- ☐ **\$100 Corporate Membership**

Registration is accepted in advance only.

<u>Trade Show Agenda</u>	<u>Time</u>
Registration & Vendor Hall	8:00 - 8:45
Introduction & Kickoff Session	8:45 - 9:30
Break & Vendor Hall	9:30 - 9:45
Session	9:45 - 10:30
Break & Vendor Hall	10:30 - 10:45
Session	10:45 - 11:30

<u>Trade Show Agenda</u>	<u>Time</u>
Vendor Hall	11:30 - 12:00
Lunch & Keynote Address	12:00 - 1:30
Break	1:30 - 1:45
Session	1:45 - 2:30
Vendor Hall & raffle drawings	2:30 - 3:00